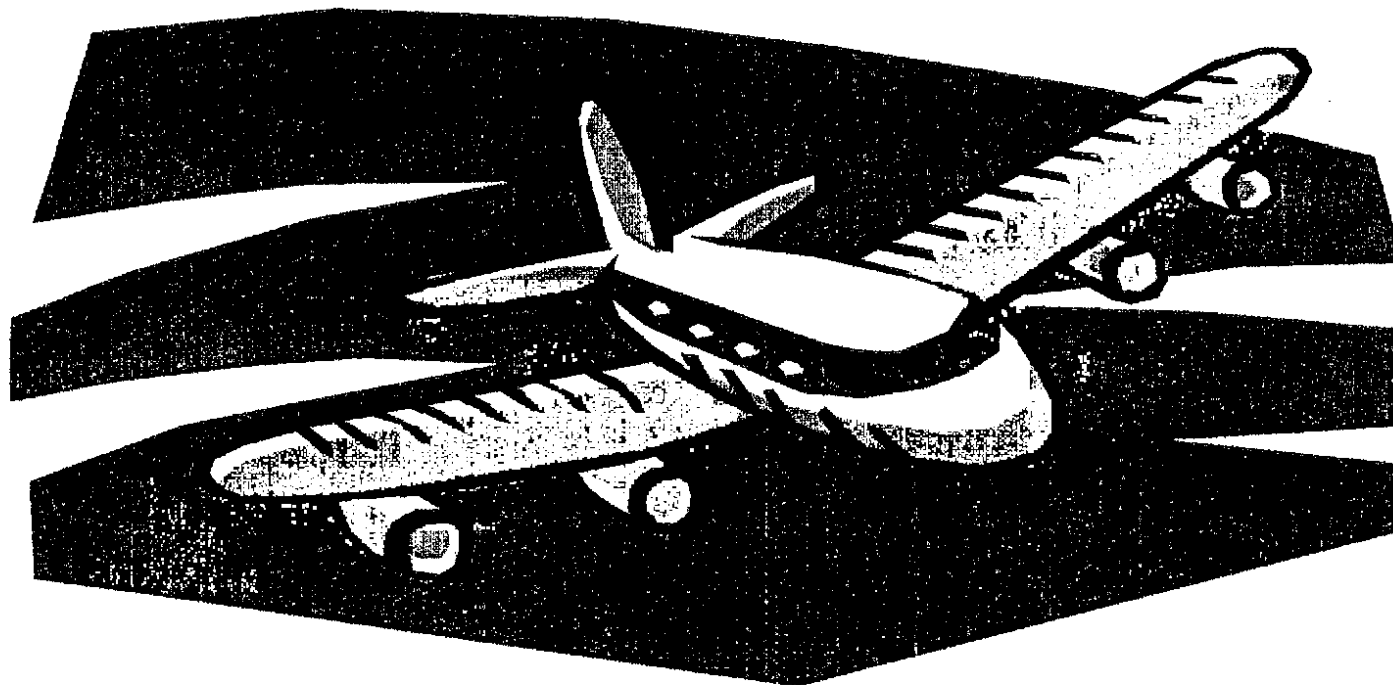


Field Marketing & Management, Inc.

Presents to

Philip Morris



**PARLIAMENT "OUT OF THE BLUE" PROGRAM
MAY 1999 – DECEMBER 1999**

2071184941

© 1998 Field Marketing & Management, Inc. All Rights Reserved.

1

FIELD MARKETING & MANAGEMENT, INC.

Over 20 Years on the Front Lines

Field Marketing & Management, Inc. was established in 1978 for the express purpose of developing and executing *unique and interactive promotional programs* in the marketplace, completely customized for each client. Our very first programs were sampling and night club promotions conducted in Florida during Spring Break. That was only the beginning. Since then, we have impacted target consumers in every conceivable venue, in every state in the continental U.S. While marketing trends and field execution companies come and go, Field Marketing & Management continues to deliver accountable and impactful one-on-one promotions.

During the past 20 years, we have successfully executed literally thousands of exciting on-premise promotions on a national basis, for clients as varied as Bacardi Imports, Guinness, Martini & Rossi, Smirnoff Vodka, Jim Beam Bourbon, Peachtree Schnapps, Philip Morris, Dos Equis Beer, Jack Daniel's and numerous other well known and high profile/image conscious consumer products. This experience has allowed us to remain on top of relevant and popular trends among younger adult consumers--especially relating to the night club environment.

Presently we are the promotion agency of record for Guinness and Bacardi and will execute over 10,000 bar promotions in 1998.

Because of our extensive on-premise experience, knowledge of the industry and our familiarity with the lifestyles and interests of younger adult consumers, we feel that Field Marketing & Management is uniquely qualified to handle this program for **Parliament** and Philip Morris.

Our programs always include the following:

- ♦ Strategically Sound Planning
- ♦ Executive Management Supervision
- ♦ Detail Oriented, Accountable Execution
- ♦ Image Conscious, Thoroughly Trained Support Personnel
- ♦ Timely, Accurate Reporting Procedures

We firmly believe, there is no substitute for quality!

2071184942



OUR SERVICES

Field Marketing Services

Our success has been a result of our commitment to excellence. Many of our programs are supported and enhanced by the ability to draw on the resources, talents and capabilities of our own *in-house* support services. Our services include the following:

- On-Premise and Special Event Promotions
- Product Sampling, Couponing and Demos
- In-Store Programs & Retail Merchandising
- Touring Exhibits and Van Programs
- Event Marketing & Spring Resort Marketing
- Targeted Consumer Intercept
- Audits/Mystery Shopper Programs
- Distribution of Purchase Incentives & Product Information

2071184943

SOME OF OUR CLIENTS INCLUDE:

- Philip Morris USA
- Pillsbury
- Beatrice
- Ameritech
- Abt Associates, Inc.
- Ariat International
- Bacardi-Martini Imports
- Brown Forman Beverage Co.
- Coors Brewing Company
- Archway Cookies
- First USA Bank
- American Dairy Association
- United States Postal Service
- Gerber Foods
- Johnson & Johnson
- Sunkist
- Keebler
- KFC
- Maxi Saver
- Guinness Import Co.
- Ameritech
- Dunkin' Donuts
- Allied Domecq
- Whitehall-Robins
- Pfizer
- MCI Telecommunications

2071184944



ASSIGNMENT

Philip Morris has asked Field Marketing & Management, Inc. to develop creative, exciting, interactive concepts to promote the national relaunch of the expanded line of full flavored Parliament cigarettes that are:

- *Targeted* to smokers, 21 years of age and older
- *Entertained* in adult only, smoker friendly venues
- *Appealing* to the aspirational, escapist, bold lifestyles and interests of the target consumer
- *Unique and Proprietary* to Parliament
- *Incorporating* new technologies with a national effect

2071184945



OBJECTIVES

- Build brand awareness and increase brand visibility
- Generate product trial & sales
- Generate names for the Parliament database

STRATEGY

- Develop exciting on-premise promotional activities that entertain and involve progressive participation of targeted consumers
- Communicate Parliament's aspirational, escapist, bold, new imagery through promotions, direct mail and events
- Incorporate new technologies and ideas to generate "news", maximize YAS appeal and create a "big splash" nationally
- Develop unique and proprietary program elements that are "ownable" by Parliament
- Create a memorable, exciting atmosphere that enables Parliament to differentiate itself from other bar night programs

2071184946



CONCEPT: "OUT OF THE BLUE" MILLENNIAL PARTY

May 1999 begins the countdown to the biggest New Year's Eve ever! The year 2000 is just an incredible party away! And Parliament is the host!

Description – Local Event

- A blitz team consisting of merchandisers and the Market Manager spontaneously visits nightclubs and bars "out of the blue", two to four nights a week
 - ◆ Make an attention getting entrance by flashing a blue strobe light
 - ◆ They announce their presence and begin interacting with consumers in the account to target smokers 21 year of age and older
 - ◆ Anyone who qualifies will fill out a name generation card and be eligible to win prizes, which will be raffled off in the account that evening
 - The Parliament Party light goes off signaling the "Blue Light Special"
 - Prizes with a New Year's theme are raffled
 - ◆ Qualifiers who fill out the card will also receive a ticket bearing an 800 phone number used to inform them of the location for the monthly Parliament Countdown to the Millennium party
 - ◆ Team will generate trail by making Parliament packs available at \$1.00 each
- Each month, from June through November, a Countdown to the Millennium party will be held at a different local hot spot
 - ◆ A DJ featuring music through the years (60's, 70's, 80's, & 90's) will host the party, giving away great prizes and leading the count down at the pseudo New Year's party while consumers enjoy all of the usual New Year's festivities
 - ◆ A balloon drop will be one of the highlights of the party and participants may receive Parliament coupons or great prizes
 - ◆ Qualified smokers will also be registered to win the grand prize and can purchase packs of Parliament at a reduced price

2071184947

CONCEPT: "OUT OF THE BLUE" MILLENNIAL PARTY (CONT.)

Description— Local Event (Cont.)

- At each of the six Millennium parties, one person will win tickets to attend a private party on New Year's Eve hosted by Parliament locally
 - ◆ Winners will be able to invite up to 10 guests
 - ◆ Venue will feature hot local band
 - ◆ Winners will enjoy VIP treatment including prime seating and lounge area
 - ◆ All those who have filled out a name generation card will then be eligible to win the grand prize – a trip for two to the Big Apple to celebrate the New Year 2000 in New York City
- Eligible consumers may receive invitations via the mail to other countdown parties giving them the chance to count down each month with Parliament (see Supplemental Option)

Description – National Event

- One winner and a guest from each of the 31 markets will win a 4 day/3 night trip to New York City as guests of Parliament to celebrate the Millennial New Year

2071184948



CONCEPT: "OUT OF THE BLUE" MILLENNIAL PARTY (CONT.)

Supplemental Options

- Expanded New York Trip
 - ◆ 6 winners per market (1 per local party) spend New Year's Eve in New York City
- London Trip
 - ◆ 31 local market winners spend New Year's Eve in London
 - ◆ Ultimate Grand Prize concept "Can They Make It"
 - Selected winners would celebrate New Year's Eve in London, board the Concorde by 1:00am to make it to New York City for a second New Year's Eve countdown
- Rapid Response & Follow-up Invitations
 - ◆ Data from name generation cards are entered into the database within 48 hours
 - ◆ All qualified smokers receive a thank you note and an invitation to the next countdown party
 - ◆ The number of invitations sent increases as the database grows monthly
- Instant Postcard System
 - ◆ System is set up at the local countdown parties
 - ◆ Photo of qualified smoker and guest is transposed over the Times Square Backdrop, bearing the Parliament logo

2071184949



CONCEPT: LOOK OUT FOR THE PARLIAMENT MAN

His looks are bold, his manner smooth. He's a man who knows exactly who he is and what he likes. And, he's a secret agent for Parliament brand cigarettes... traveling the country with his cool and sassy gal pal, Indigo Blue, looking for kindred spirits who share their view of life and taste for adventure. Look out for "The Parliament Man"... *he's looking for you!*

The Parliament Man

- He's suave and sophisticated, but approachable, a blend of all the great actors who've played Agent 007, James Bond, or John Steede of The Avengers:
 - ♦ Sean Connery
 - ♦ Roger Smith
 - ♦ Timothy Dalton
 - ♦ Pierce Brosnan
 - ♦ Patrick McNee

- His smart and sultry female companion, Indigo Blue, combines the best attributes of the actresses who've played Mrs. Peale -- outfitted, of course, in the classic blue leather pant suit:
 - ♦ Diana Rigg
 - ♦ Uma Thurman

- The Parliament Man, Indigo Blue and two "bodyguards" visit 3 bars/clubs a night, two nights per week for 34 weeks.

2071184950

CONCEPT: LOOK OUT FOR THE PARLIAMENT MAN (CONT.)

Description—Local Event

- Local venue promotes rumor of a potential visit by “The Parliament Man”
 - ◆ Specifies “week of” without designating a particular day/time
 - ◆ Teases patrons with chance to “Do the Town with The Parliament Man” and win instant cash prizes
- On designated night of local event, The Parliament Man makes his surprise visit literally “out of the blue” in a helicopter
 - ◆ A simulated helicopter recording and flashing lights inside the venue also announce the arrival and enhance the experience
 - ◆ A spotlight introduces The Parliament Man and Indigo to guests
 - ◆ Along with The Parliament Man is his two “bodyguards” who interact with smokers for name generation
- The Parliament Man mingles with the guests while Indigo distributes to qualified smokers game cards designed to look like packs of Parliament cigarettes
 - ◆ Qualified smokers are instructed to pull tab to see if they have won an instant cash prize
 - Values range from \$5 - \$25
 - 1 in 10 odds of winning
 - The Parliament Man distributes cash prizes
 - ◆ Qualified smokers complete information requested on back of card and put in entry box for drawing that awards a helicopter ride around town with The Parliament Man and Indigo
 - ◆ All cards are sent in for a national sweepstakes drawing

CONCEPT: LOOK OUT FOR THE PARLIAMENT MAN (CONT.)

Description— Local Event (cont.)

- An alternative activity to the instant cash game might involve a caper, which enlists the participation of venue patrons to solve. In "The Case of the Missing Parliament Pack"
 - ◆ The Parliament Man's hi-tech tracking device, disguised as a pack of Parliaments and used for locating Parliament smokers "out of the blue" who are in need of his assistance, has been stolen by enemy agents
 - ◆ Qualified smokers receive a rub-off clue on a "Parliament Patrol" card as to its whereabouts
 - ◆ Qualified smokers interact and exchange clues until they come up with the solution
 - ◆ Qualified smokers complete personal information and write-in solution on their card
 - ◆ The first qualified smokers to submit the correct solution receives the helicopter ride
 - ◆ The next 10 qualified smokers to submit cards receive "Parliament Patrol" merchandise
 - ◆ All cards with the correct solution are entered into national sweepstakes
- If budget and/or insurance costs prohibit the use of a helicopter, The Parliament Man and Indigo could also arrive in a stretch limo

2071184952

CONCEPT: LOOK OUT FOR THE PARLIAMENT MAN (CONT.)

Description – National Event

At end of the promotional event campaign, one entry is drawn from each of the participating local markets. The Grand Prize winners receive a 5-day/4-night, all-expense-paid visit for two to London, hosted by The Parliament Man and Indigo Blue. The visit includes:

- Cocktail reception at The House of Parliament (if possible)
- Tour of major London sights
- \$500 shopping spree at Harrod's
- Nightly dinners at London's top restaurants
- Theater tickets to the best play in town

** Cost of Sweepstakes Administration to be determined.*

2071184953

CONCEPT: THE ULTIMATE PARLIAMENT "OUT OF THE BLUE" ESCAPE PARTY

Now consumers can enjoy more than the rich, bold, full-flavored escape offered by Parliament cigarettes...they can also win local weekend "Out of the Blue" getaways, *plus* the chance to win an invitation to The Ultimate Parliament "Out of the Blue" Escape Party.

Description—Local Event

- Local venue promotes date of up-coming Parliament "Out of the Blue" Escape Party:
 - ◆ Announces the party and local weekend escape contest
 - ◆ Invites participants to bring an overnight bag containing the items they would pack to make the getaway a *real unique escape!*
- On the night of the local event, the "Parliament Party Pack" enters the venue to much fanfare and funky island music:
 - ◆ Outfitted in cool white and blue island gear with Parliament logo design
 - ◆ Invite qualified smoker and quest to get picture taken against a "Parliament Paradise Isle" background scene...with "Wish You Were Here" greeting:
 - Picture reproduced as a Parliament postcard to remember experience
 - Features perf-off data card/entry into local market drawing for national sweepstakes

2071184954

CONCEPT: THE ULTIMATE PARLIAMENT "OUT OF THE BLUE" ESCAPE PARTY (CONT.)

Description—Local Event (Cont.)

- A contest is also held to award a local weekend "Out of the Blue" escape:
 - ♦ Conducted by "Parliament Party Pack"
 - ♦ Qualified smokers reveal contents of their overnight bags and explain personal escape plans
 - ♦ Venue patrons vote on the most original, outrageous escape plans
 - ♦ Winner receives unique getaway pass for two to area retreat that fits "Out of the Blue" theme...e.g., overnight yacht cruise on Lake Michigan, penthouse suite at Four Seasons, etc.
 - ♦ Runner-ups receive Parliament "Out of the Blue" weekend travel bags and cruise caps
- Other local event activities could include:
 - ♦ Parliament "Out of the Blue" Match Game
 - Qualified smokers play in team of two
 - Parliament Pack member gives team a word...for example: Banana
 - Each participant writes down first word association that comes to mind "out of the blue"
 - If both team members write the same word (e.g., peel), they win a premium

2071184955

CONCEPT: THE ULTIMATE PARLIAMENT "OUT OF THE BLUE" ESCAPE PARTY (CONT.)

Description – National Event

- At the end of the promotional event campaign, one entry is drawn from each of the participating local markets. The Grand Prize national winners receive:
 - ◆ Invitations for two to a 4-day/3-night, all expense paid "Ultimate Parliament Out of the Blue Party"
 - ◆ The party features:
 - Windjammer cruise to "Parliament Paradise Isle"...a private island carved out of the blue waters of the Caribbean
 - Two pleasure-packed days of fun, food and choice of escapes...such as:
 - Water sports
 - Beach activities
 - Shopping Excursions
 - Dancing
 - Private remote beach huts
 - And more...
 - Plus, the "Ultimate Out of the Blue" Treasure Hunt...guests receive map/clues that challenges them to uncover cash prizes hidden around the island
 - First Prize: \$25,000
 - Second Prize: \$10,000
 - Third Prize: \$ 5,000

2071184956



CONCEPT: SOAR "OUT INTO THE WILD BLUE YONDER"

Consumers can enjoy more than the rich, bold, full-flavored escape offered by Parliament Cigarettes... they can also "soar" to new heights in a state-of-the-art flight simulator at local clubs plus the chance to win a chance to "soar into the wild blue yonder" by flying aboard the Concorde to Europe.

Description— Local Event

- Local venue promotes date of upcoming "Wild Blue Yonder" party
 - ◆ Event team arrives and sets up in the club the "simulator" that allows adult smokers the chance to "fly". The simulator can be set-up to allow for either a "test-flight" or if desired by the participant they can be "attacked out of the blue" by enemy aircraft.
 - ◆ Those not actually "flying" can enjoy watching the "pilots" and participate in table games. All adult smokers who fill out the survey will be eligible to win prizes "Out of the Blue" through periodic raffles at the club. The surveys are placed in a blue container or perhaps a large model of the blue Parliament pack with winners drawn randomly.
 - ◆ There could be local winners selected that win a pair of tickets for a scenic flight over their own city. All entries are eligible for the grand prize winner for a flight to Europe on the Concorde.
 - ◆ As with other concepts presented, this theme would be conducive to photos or postcards.

2071184957

CONCEPT: SOAR "OUT INTO THE WILD BLUE YONDER" (CONT.)

Description—Local Event (cont.)

- ♦ With the cost of the simulator being quite substantial, instead of having one machine per market, we recommend 8 machines, which could be purchased or leased. The machine could then be taken from market to market with the machine hitting 4 venues every month in each city. This would allow for the excitement to build and perhaps there could be 4 "Parliament" clubs in each market that advertise the Wild Blue Yonder nights throughout the year.

Description – National Event

- Either a single winner or a winner from each participating market wins a "Wild Blue Yonder" trip to Europe. The trip would include an all expense paid getaway to London, continuing on to France, with a return to New York City on the Concorde.

2071184958



ADDITIONAL INTERACTIVE GAME CONCEPTS

INTERACTIVE TABLE GAMES

TRIVIA BLUE A quick-win trivia game has the theme "Out of the Blue" in all the questions.

Version 1 - Least Intrusive

- ◆ Trivia questions which have blue as part of the answer are asked of individuals at tables and at the bar.
- ◆ Five questions are asked - Three correct answers award a prize. Five correct answers award a more valuable prize.
- ◆ Questions can also be printed on a card with rub-off spaces for correct answer. Cards are redeemed at prize center.

Version 1A - Tech Trivia

- ◆ Same as Version 1 except computers are used to circulate from table to table and along the bar in the club.

Version 2 - More Visible

- ◆ Each table in the club is supplied with a replica of a Parliament box. Small trivia cards and pencils are located in the box.
- ◆ The DJ is supplied with a list of multiple choice "BLUE" trivia questions. During the promotion period ten questions are asked by the DJ on the PA system.
- ◆ Smokers write "A, B, C or D" next to the questions number (1,2,3 etc.) on the card, along with their name, address and date of birth. (Can be used to generate new names)
- ◆ Smokers can redeem cards for prizes at the prize center. Five correct answers can be turned in for a prize.
- ◆ Ten correct answers receive a higher value prize

2071184959

ADDITIONAL INTERACTIVE GAME CONCEPTS (CONT.)

INTERACTIVE TABLE GAMES

TRIVIA BLUE – Continued

Version 3. - Most Visible

Same as version 2 except

- ◆ After ten questions are asked, cards are turned in at the prize center.
- ◆ Top three to four contestants are asked on-stage for a "Play-Off."
- ◆ After introductions, smokers are asked to select which of the contestants they feel will win the contest and select that contestant by placing their name in a ballot box which has corresponding numbers matching the contestants.
- ◆ Contestant receives a major prize along with the person whose name is drawn from the ballot box.

MINI PUZZLE A quick-win game is conducted at tables and at the bar to reinforce the new package design and award brand-identified prizes.

- ◆ The puzzle carries the same image as the new package.
- ◆ The puzzle pieces are carried to the table in a replica of a Parliament box.
- ◆ Each contestant at the table competes against a stopwatch to assemble the puzzle either in a specific time period or against each other.
- ◆ The winner receives a premium

2071184960

ADDITIONAL INTERACTIVE GAME CONCEPTS (CONT.)

INTERACTIVE VISIBILITY EVENTS

BIG PUZZLE THING This high-visibility game places a "mini-billboard" in the club during the promotion event and provides interactive competition to award prizes, and can work in tandem with the Mini-Puzzle Thing Table Game.

- ◆ A giant, portable puzzle board approximately 4' x 4' is mounted vertically (like a chalkboard) on legs to raise it above eye level.
- ◆ The graphics for the puzzle are the same as the new Parliament package.
- ◆ Smokers race against the clock to apply the giant puzzle pieces to the board. (The puzzle-board can be magnetic, Velcro or with simple hooks and holes.
- ◆ Prizes are awarded for the best times.

Alternate Executions

- ◆ Teams of one or two males vs. one or two females.
- ◆ Female vs. female
- ◆ Males vs. males
- ◆ Individuals against clock

2071184961



ADDITIONAL INTERACTIVE GAME CONCEPTS (CONT.)

INTERACTIVE GAMES

RIDE IN STYLE This promotion will generate excitement for the promotions and create a "loyalty" to the Parliament club events while providing additional talking value for the local parties.

- ♦ Each smoker who enters the club on the night of a Parliament promotion and fills out a survey will receive a key.
- ♦ A display in the club replicates the dashboard and steering wheel of a limo.
- ♦ Smokers use their key in the ignition of the "limo".
- ♦ If the key fits, the smoker wins a "limo party" to attend the next Parliament promotion.
- ♦ The prize is limo service for the winner and five friends to and from the club on the designated night, along with selected Parliament premiums.
- ♦ If the key does not fit the ignition, they try the glove box. If it fits the glove box, they receive the prize inside. (This can be done with printed cards placed in the glove box.)
- ♦ Ideally, two parties are awarded each night for the next party. Multiple glove box prizes are awarded instantly each night.

2071184962

ADDITIONAL INTERACTIVE GAME CONCEPTS (CONT.)

INTERACTIVE GAMES

GET OUT OF THE BLUES Smokers are invited to participate in this promotion built around a "Get out of the Blues".

- ◆ The selected clubs provide their VIP lounge or Smokers Lounge for the activities for the night. If a separate lounge area is not available, the club has a roped-off area for the promotion.
- ◆ All smokers 21 years of age or older are invited to fill out a survey card after which they can be selected to win blue chips that are redeemable at the various stations located in the VIP lounge.
- ◆ The various stations offer a variety of "services" that would help lift a person "out of the blues". These stations may include a masseuse where they can get a 5 minute back-rub; a photographer where they can get their picture taken against an exotic backdrop; an illusionist who performs sleight of hand tricks, a comedian who tries to get them to laugh, a psychic who will give them a five minute reading, etc.
- ◆ In addition there is also a manicurist. However, because of the time element, the "blue chip" for this service is awarded through regular drawings.
- ◆ While this activity is going on and participants are going back and forth to the main part of the club, other activities such as trivia or puzzles can be occurring in the main part of the club.
- ◆ These services are available for approximately three hours each evening with the times and services being advertised in appropriate publications.

2071184963